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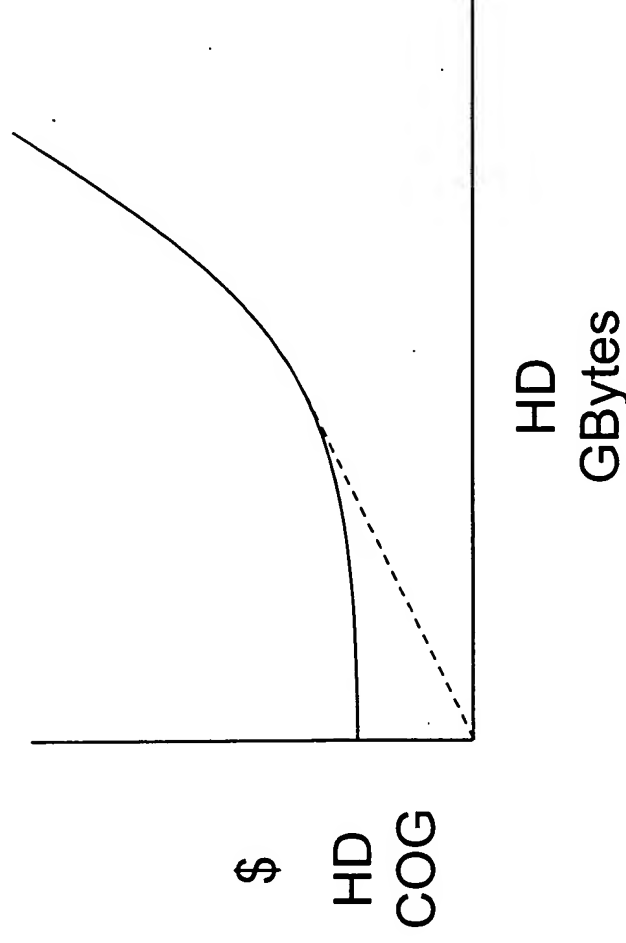


December 9, 2002

μSAN™ - Fulfilling The Need for Low-Cost Storage

- The consumer electronics business is moving toward digital media management in the form of digital jukeboxes, PVR's, game consoles and digital cameras. They all need a low cost mass storage solution. Zetera technology is by far the most economical means to achieve this.
- Low cost sensitive consumer electronics platforms can benefit from the mass storage offered by hard-drive storage, yet they cannot afford the component cost of a dedicated hard-drive.
- There is a need for simple expandable storage in the home/SOHO environment that is not constrained by a complicated client/server protocol.

Enabling HD to enter the Consumer Market

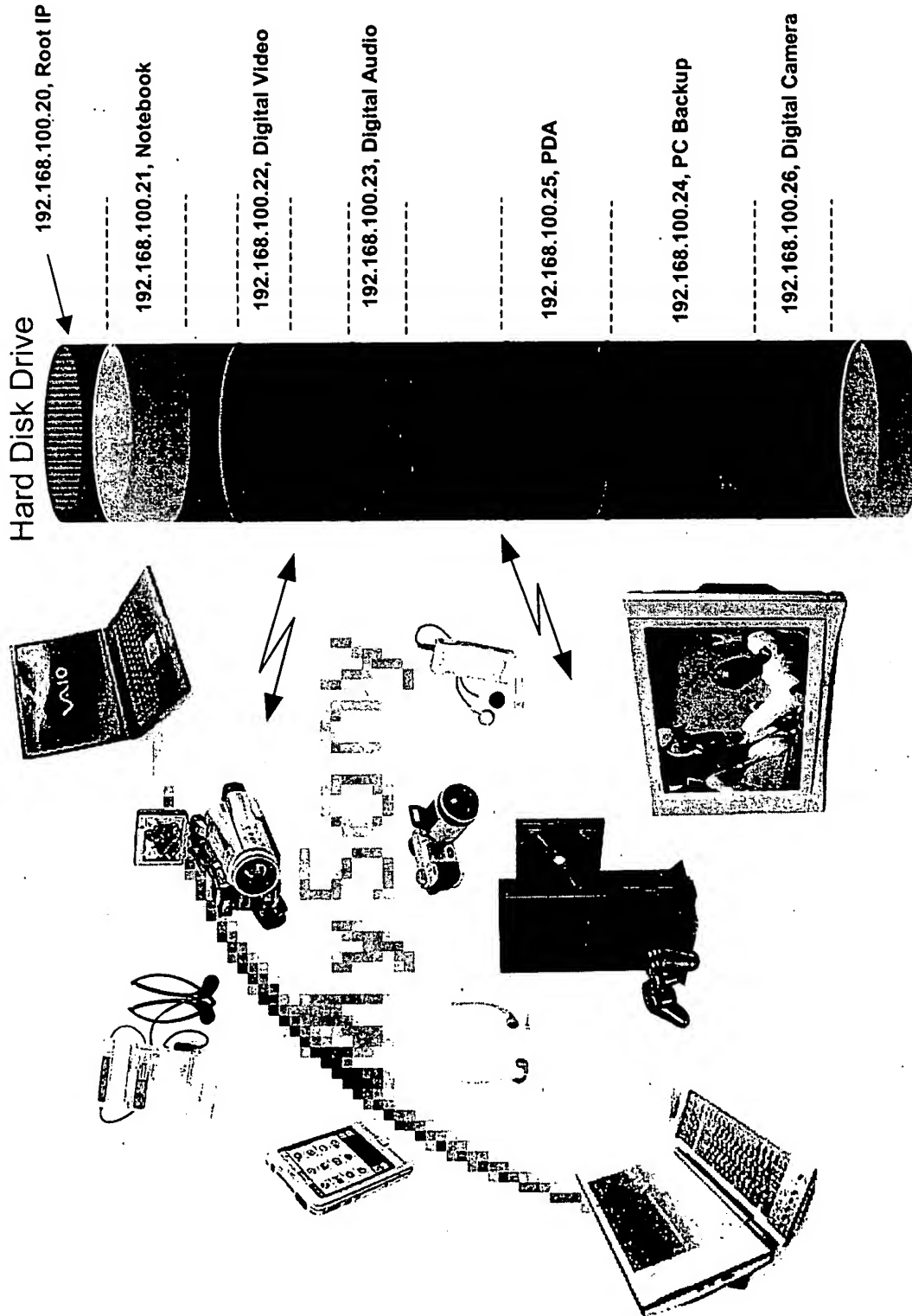


- To enable the Consumer Market for HD Storage we need to overcome the very real cost obstacle.
- We need to get to a \$1 to \$10 per GB cost point.
- The only way to do this is to amortize the storage in an efficient, cost effective way.

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μSAN™ - Partition Allocation



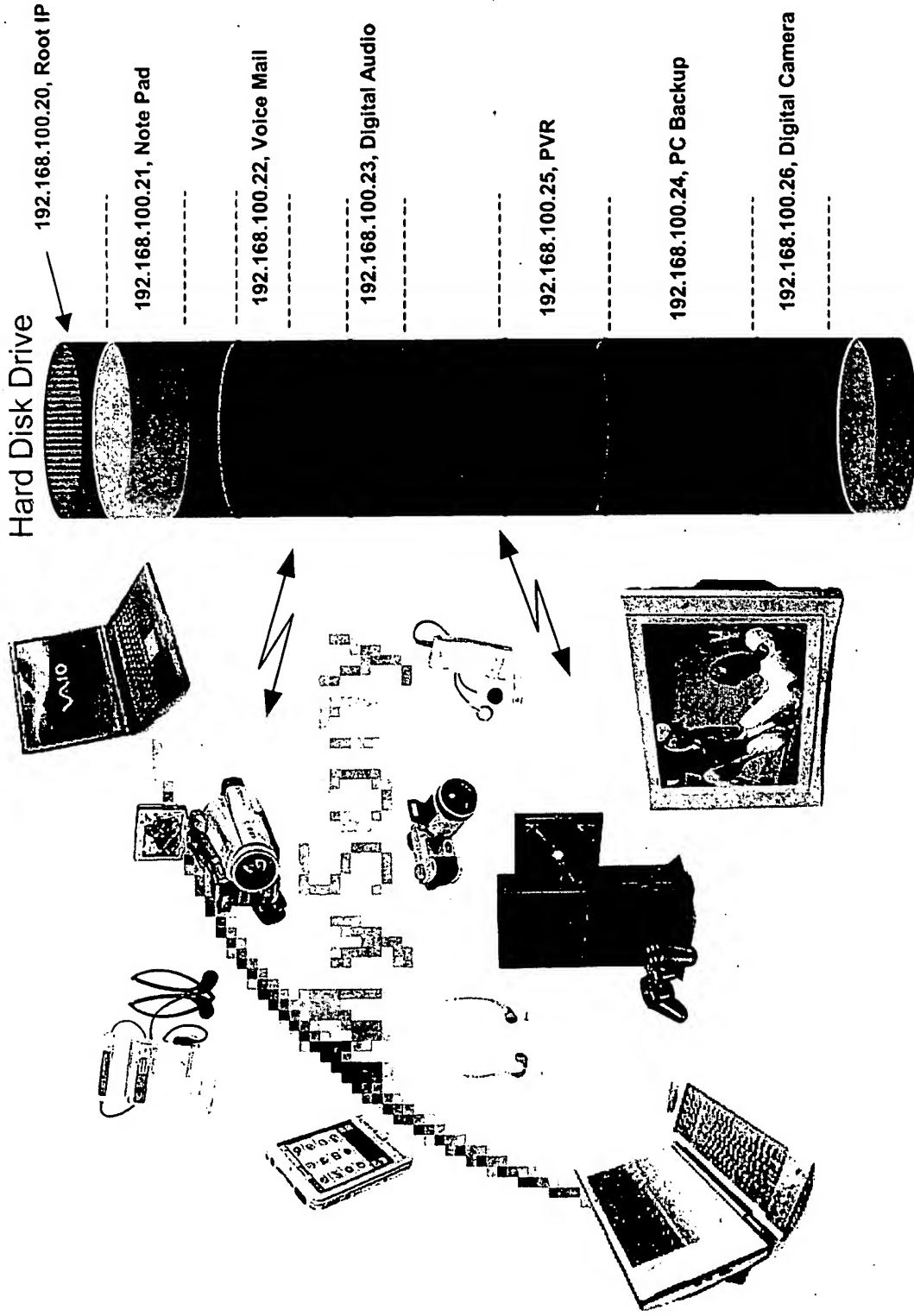
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What **μSAN™** Can Do for Sony?

- Add-On Storage for all Notebooks, Pad, and Desktop Computers through the Network
- Video Storage for Still Cameras, Video Cameras
- Digital Jukebox for Movies and Music
- Add-on Storage for the Playstation
- Storage for your PVR
- **AND MUCH, MUCH, MORE -- BECAUSE ...**

μSAN™ - Partition Allocation



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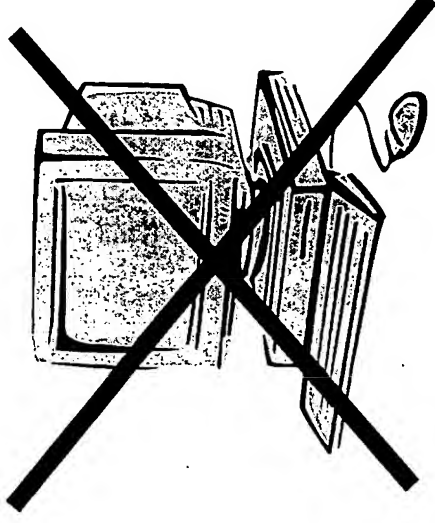
What μ SAN™ Can Do for Sony?

ITS ALL INTERCONNECTED and SHARED!!

- Wired or Wireless, it works through ALL IP based networks
- The PVR Storage plays back on ALL the TV's
- The the image that is stored from your camera, plays back on your TV
- Your headset plays MP3 files stored from your computer or stereo system
- Your stereo plays the same MP3 music
- And on and on ... keep buying more Sony product and get more functionality with your existing Sony product
- **AND !!!!!**

What μ SAN™ Can Do for Sony?

IT DID NOT REQUIRE A COMPUTER TO DO IT!!!!



- No Power-On Issues with the PC
- No OS compatibility issues
- No PC support issues

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μSAN™ Technology



- Block Level Storage Protocol embedded within IP Network Protocol Interfaces easily with native HDD protocol (ATA/IDE)
Provides raw block storage to the appliance/computer
- Uses Existing IP Protocol to Share Storage Resources
 - Each appliance/computer has a dedicated block level storage resource.
 - Cost of storage is shared between many appliance/computers
 - Common data structures can be shared
- Fully IP Compliant
 - Uses exiting IP stack protocol to provide addressing, network security, routing and QoS.
- Uses Multicasting IP to provide spanning and mirroring functionality seamlessly
- May provide virtual storage

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Competitive Alternatives to μ SAN™ Technology

■ Network Attached Storage - \$\$\$

This robust (enterprise level) solution plays well in an IT environment, where security and file management are paramount. However, the burden of this architecture is too much to bear in the consumer marketplace. The burden is inherent in the definition of the NAS itself. It is a file-oriented architecture. This mandates a compatible OS. This mandates a server that is expensive and requires IT level support.

■ Other Block Transfer Protocols - \$\$\$

Block level shared storage exists in today's SANs in three protocols - iSCSI, iFCP and FCIP. Each of these protocols has been designed for the enterprise market to exist in a fabric. They were not designed for the consumer market and cannot accommodate sharing the storage in a mutually exclusive manner to the requesting device. In addition, the protocols are verbose and hence expensive to implement at the device level.

■ PC Attached Storage - \$ to \$\$\$

Shared storage on a PC has the inherent disadvantage of dependence upon the PC being available (powered-on, shared, OS running). In addition, the PC does not scale its storage easily (adding drive resources). This solution also demands that the file and protocol structures be compatible with the PC including NetBios over IP, FAT32 and Master Browser. (And it mandates having a PC.)